

Branding Project

Branding is all about how a product or service is perceived and the company that makes it. It's about how it lives in your mind. It's how you feel about that product or service when you think of it. It's what sets you apart from your competitors. It's what commands loyalty. It's what makes it successful.

For a company who makes multiple products, like Nike, Under Armour, Adidas, branding is about how the company is perceived.

In branding your product or service you need to work on a company's image while producing media that reflects it. This will include social media and all the media that's associated with it. It also includes traditional media like radio commercials, television commercials, print advertisements, etc.

For this project you must pick a product or service that is relatively unknown by the general population. It doesn't make sense to pick a well established companies like the clothing companies mentioned above or franchises. It doesn't even make sense to choose well established web based services that are already well known like AirBNB or Uber. Therefore, choose a product or a service that is just getting established.

Where can you find a relatively unknown product or service?

- Check out local businesses.
- Find startups and do some research on them.
- Choose a business that presented itself on the Dragon's Den regardless if they got a deal

Before you start, the product or service must be approved by the teacher.

Required Media (You must do all of these)	Additional Supporting Media (You must do one or more of the following)
Website or Facebook Page with the following: contact information, product/service images, product/service description	An Audio Commercial Photoshopped images
PhotoShop website banner or a Facebook banner	Photographs of the product or service taken by you
PhotoShop of Twitter or Instagram banner	A magazine ad
Original Illustrator logo for business	A thumbnail for your Youtube video
Youtube video (either a motion graphics, video or a combination thereof)	Any other media not on this list with your teacher's permission

Research (Thinking)

Answer the following questions which should help you create your branding strategy.

- How is your product or service different from other products or services? (One paragraph minimum)
- Explain how your chosen product or service is currently branded. (One paragraph minimum)
- Explain your strategy for re-branding the product or service and more importantly, how it is an improvement from the one that's currently being used? (One paragraph minimum)

Research (Thinking)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Answers thorough and well justified; Paragraphs and sentences are well structured; Good use of grammar				

Website or Facebook Page (Application)

- Submit the URL to the teacher in print form or email

Website or Facebook Page (Application)	Level One	Level Two	Level Three	Level Four
	20 22	24 26	28 30	32 36 40
Easy to navigate; Content includes meaningful information about the product or service; Content effectively demonstrates the benefits of the product or service; Contact information - where you can buy such products or service; Visuals support the branding of the product or service; Website or Facebook page contains a contact information; Youtube video is embedded				

A Website Banner or Facebook Banner in PhotoShop (Application)

- Submit your Adobe PhotoShop file for this evaluation.

Technical merit of PhotoShop (Application)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Effective use of layers: each layer contains only one object, each layer labelled Integrity of images is intact: images are cleanly separated from its background, no "residue" Integrity of text is intact, no pixelation from stretching Filters and adjustment layers judiciously and effectively used Proper dimensions and resolution				

A Twitter Banner or Instagram Banner in PhotoShop (Application)

- Submit your Adobe PhotoShop file for this evaluation.
- A twitter banner is 1500 px by 500 px
- An Instagram banner is 1080 px by 1080 px

A Twitter Banner or Instagram Banner in PhotoShop (Application)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Effective use of layers: each layer contains only one object, each layer labelled Integrity of images is intact: images are cleanly separated from its background, no "residue" Integrity of text is intact, no pixelation from stretching Filters and adjustment layers judiciously and effectively used Proper dimensions and resolution Effective design of banner				

A logo in Illustrator (Application)

- Submit your Adobe Illustrator file(s) for this evaluation.

Technical merit of Illustrator (Application)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Logo design represents the branding of the business visually and conceptually; Effective choice and employment of tools are used to create an accurate rendering of the intended illustration which includes the effective use of the pen tool * Image is sophisticated				

* Using the control handles and anchor points to manipulate straight or curved lines while using a minimal number of anchor points).

YouTube Video (Application)

- You must use motion graphics, filmed footage or a combination thereof
- Submit the URL of the YouTube video in your media package

YouTube Video or Motion Graphics (Application)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Video effectively highlights the product or service Motion graphics or editing of video content keeps the interest of the audience				

Supporting Media (Application)

- Discuss your ideas with the teacher before starting this
- You must have all the created media properly submitted to be properly evaluated in this area

Supporting Media (Application)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Additional media supports the branding of the product or service in visual and conceptual way; Technical merit of the supporting media meets industry standards				

Effective Branding of the Product or Service (Communication)

- You must have all the created media properly submitted to be properly evaluated in this area

Effective Branding of Product or Service (Communication)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
The idea of the branding of the product or service is clear, original and memorable; All produced media effectively supports the branding on a conceptual level				

Cohesiveness of branding campaign (Communication)

- You must have all the created media properly submitted to be properly evaluated in this area

Cohesiveness of Branding Campaign (Communication)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
All the created content* fits together with regards to the image that you would like to project for the product or service; Branding amongst media is visually cohesive (colour, font, style)				

* All of the required media is complete and properly submitted